

JENNIFER M. GRANHOLM
GOVERNOR



STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION
DEPARTMENT OF LABOR & ECONOMIC GROWTH
ROBERT W. SWANSON, ACTING DIRECTOR

NIDA R. SAMONA
CHAIRPERSON

Bulletin 3099-17

DATE: April 3, 2006

TO: Authorized Distribution Agents
Vendor Representatives
Vendors
Executive Staff

FROM: Michigan Liquor Control Commission

SUBJECT: Business Operating Procedure – Holiday Value Added Packs

Be advised that, at its administrative meeting of March 28, 2006, the Michigan Liquor Control Commission adopted the attached Business Operating Procedure regarding Value Added Packs produced for the Christmas holiday season.

The MLCC will be monitoring this process through the 2006 holiday season and reviewing the outcome of this new procedure.

If you have any questions please contact Jeff Jones at 517.322.1227, or email jjones@michigan.gov.

Attachment

STATE OF MICHIGAN
DEPARTMENT OF CONSUMER AND INDUSTRY SERVICES
LIQUOR CONTROL COMMISSION

General Wine & Liquor Company, Inc.
373 Victor Avenue
Highland Park, MI 48203

NWS Michigan, Inc.
17550 Allen Road
Brownstown, MI 48192

J. Lewis Cooper Co.
Trans-Con, Inc.
3101 Gulley Rd., Suite I
Dearborn, MI 48124-4405

Chinese Import & Export Co.
3508 Bristol
Troy, MI 48083

Henry A. Fox Sales Company
4494 36th Street SE
Kentwood, MI 49512

Fabiano Bros., Inc.
1219 N. Mission, PO Box 469
Mt. Pleasant, MI 48804

ADMINISTRATIVE ORDER

In accordance with the provisions of R 436.1802(14), the following instructions are adopted as a business operating procedure regarding holiday value added products:

In an effort to insure an equitable distribution of value added products produced for the Christmas holiday season, Authorized Distribution Agents must withhold from presales 15% of Michigan's total allocation of value added products produced for the Christmas holiday season.

The 15% withholding of value added products will apply to the top 50 statewide codes as determined by the most recent "Case Sales Report of Alcoholic Beverages" report of the National Alcoholic Beverage Control Association.

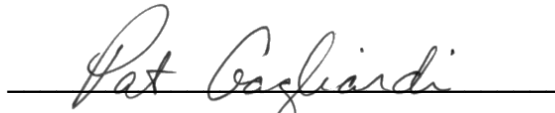
Authorized Distribution Agents must release for sale the 15% withheld amount on the Wednesday prior to the effective date of the fourth quarter (November) liquor price list.

Authorized Distribution Agents must provide the Commission with the value added product allocation list upon receipt of the list from the supplier.

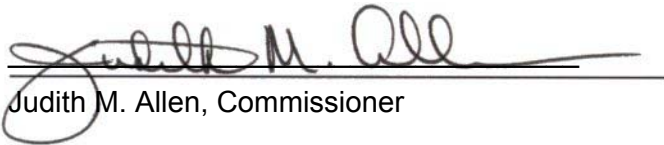
Authorized Distribution Agents must provide the Commission with the name of a contact person to help resolve any issues regarding holiday value added products.

A handwritten signature in cursive script, reading "Nida R. Samona", written over a horizontal line.

Nida R. Samona, Chairperson

A handwritten signature in cursive script, reading "Pat Gagliardi", written over a horizontal line.

Pat Gagliardi, Commissioner

A handwritten signature in cursive script, reading "Judith M. Allen", written over a horizontal line.

Judith M. Allen, Commissioner

March 28, 2006

JENNIFER M. GRANHOLM
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STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION
DEPARTMENT OF LABOR & ECONOMIC GROWTH
ROBERT W. SWANSON, ACTING DIRECTOR

NIDA R. SAMONA
CHAIRPERSON

MEMORANDUM

DATE: April 3, 2006

TO: Authorized Distribution Agents
Vendor Representatives
Vendors
Executive Staff

FROM: Michigan Liquor Control Commission

SUBJECT: Business Operating Procedure – Holiday Value Added Packs

In addition to the Business Operating Procedure referenced in Bulletin 3099-17, directed to Authorized Distribution Agents, brokers and salespersons participating in holiday trade shows must track the amount of each product that is available for presale at that show and remove the product from display when the amount available for presale is exhausted.

It is also desired that brokers educate their staffs and manage their sales efforts to help eliminate overselling and licensee complaints.